

Mihai Milea

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***Profile:** I am a senior digital marketer with a proven track record in technology and financial services. Working both on a strategic and hands-on level, I specialise in customer acquisition integrated campaigns (SEO/SEM/Media Buying/PR/Email) focused on achieving a high ROI. I use my project management expertise (Scrum/Prince2) and my Enterprise Architecture knowledge to make sure targets are reached on time and on budget.*

December 2016 – present

AxiTrader, London, United Kingdom

UK & European Marketing Manager

- Localise and drive the marketing strategy for the UK & EU regions
- Develop and drive the overall performance media strategy and monthly forecasting
- Identify and evaluate new local marketing strategies
- Build brand awareness across all digital platforms to drive customer reach and engagement
- Develop creative concepts and manage third party suppliers
- Build strong relationships with internal and external stakeholders

November 2014 – December 2016

ADS Securities, London, United Kingdom

Senior Vice President, Marketing

- Develop marketing strategies to meet agreed company objectives
- Responsible for the effective spend of a multi-million pound marketing budget
- Manage internal & external members of the team
- Create and maintain relations with service providers, product vendors and key partnerships
- Evaluate customer research, market conditions, and competitor data to implement successful marketing plans for the growth / expansion of the company
- Plan and oversee offline events and activities, with a focus on international audiences
- Responsible for the marketing of products and services to B2B or B2C online and offline
- Create, implement, oversee SEO/PPC/Media Buying/Social Media/Affiliates/Partnerships
- Responsible for UX optimisation and implementation of CRO strategy
- Create email communications (automated/promotional) focused on deliverability/conversion

June 2014 – September 2014

XTB / X Open Hub, London, United Kingdom

Marketing Manager

- Create overall Marketing strategy for client acquisition & client retention
- Develop and execute marketing plans and administer marketing budget
- Plan and execute Adwords & media buying campaigns to increase traffic, improve conversion and optimise costs
- Oversee all corporate advertising and maintain good relationships with media contacts
- Optimise UX of the client journey and conversion funnel according to Analytics data

November 2012 – June 2014

Forex Time, Limassol, Cyprus

Online Marketing Manager

- Strategy – provide Business Intelligence to increase traffic, conversion and reduce costs
- Onsite SEO – keyword strategy, assess online content, assess code, optimise index status
- Offsite SEO – add quality backlinks, remove harmful backlinks
- Media buying – assess potential vendors, negotiate deals, constantly optimise campaigns
- SEM Optimisation – optimise Ad score, optimise landing pages to increase conversions
- Website Performance Optimisation – create WPO best practices guidelines
- Web Development – overview / implement changes required for SEO, SEM and WPO
- Email Marketing – develop templates, optimise deliverability by applying anti-spam practices

June 2009 – November 2012

Easy Forex, Limassol, Cyprus

Webmaster

- Develop new websites and applications
- Maintain existing applications and improve them
- Manage over 800 domain names and deal with transfers / acquisitions
- Develop email templates, optimise deliverability by applying anti-spam best practices
- SEO on regional websites focused on organic traffic
- Manage 8 dedicated servers running on Linux with WHM
- Provide technical support on all web-related issues (company and affiliates)

Dates 2015

BCS, The Chartered Institute for IT

Project Manager - Prince2 (Foundation & Practitioner)

Dates 2013

Google

Google Analytics Certified Individual / Google Adwords Certified Individual (Search, Display, Video)
Expert-level knowledge of Google Tag Manager in terms of best practices and implementation.

Dates 2017 – 2019

University of Liverpool, United Kingdom

MSc. in Cyber Security

Dates 2004 – 2008

University of Bucharest, Romania

Bachelor Degree in Geography and Tourism

Language competences

- English (fluent), Romanian (fluent), French (intermediate)

Organisational skills and Competences

- Experience in coordinating teams, short & long term strategy vision, managing stakeholder relationships, effective presentation skills
- Excellent knowledge of: SEO, SEM (search&display), xHTML, HTML5, CSS2.1&CSS3, SASS, LESS, JavaScript, jQuery, PHP, MySQL, W3 validity, WHM/cPanel, GIT (version control), domain name administration and acquisition.
- MS Office advanced user and in-depth knowledge of all major browsers and email clients
- Basic knowledge of Linux, Bash, PuTTY and GIT

References are available upon request.